

EMPLOYER UPDATE



Eastern Region Edition

*From Flaming Gorge
to Navajo Mountain*

April 2000

Family-Owned Business in Roosevelt: *Steady Growth for Stewart's Care Center*

It seems Stewart's Care Center has been expanding ever since its inception in the early 50's where it began in a local residence with a few bedrooms. The current facility, located in the City of Roosevelt and built in 1960 by founders Donna and Verlynn Stewart, has 59 beds.

In 1984, Stewart's sold the operation to a corporation. The care center went downhill financially as well as in quality of service, and in 1990, children of Donna and Verlynn bought it back.

Under family management, the facility improved its customer

service and expanded to its current size. Initial planning has begun for a new larger care center.

Tammy Jensen, Administrator of the Care Center and daughter of the original Stewarts', says that current employment is 75

Workforce Services saves us time and money by matching applicants with our required skills."

*Yvonne Nordstrom
Stewart's Care Center*

employees, with the majority of employees being nurses or aids. "We have some turnover in our nursing positions. In the last few years, we have seen our typical nurse's aid go from being a 30 year old woman to an 18 or 19 year old right out of high school. We often have to help the younger employees

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understand the importance of being on time, and having a good attitude."

Yvonne Nordstrom, Director of Nursing, supervises the nurses and nurse's aids at the care center. "Workforce Services does a good job of referring qualified applicants to our office. They save us time and money by matching applicants with our required skills." She works closely with Jeri Uresk of DWS in filling staffing needs.

Tammy and Yvonne can be reached at the Care Center by calling 435-722-2497.



Yvonne Nordstrom, left, and Tammy Jensen share a lighter moment.

Contact us if we can be of assistance:

Blanding	678-1400
Castle Dale	381-4700
Moab	259-3700
Monticello	587-2016
Price	636-2300
Roosevelt	722-6500
Vernal	781-4100

State of Utah
Dept. of Workforce Services
Robert C. Gross, Executive Director
(801) 526-WORK (9675)

Eastern Region
Judy Chambley, Regional Director
(435) 789-7597

2000 Utah Employer Conference a Success!

Were you one of the 450 employers who attended the 2000 Utah Employer Conference in January? Those in attendance were among the first to receive the Annual Economic Report to the Governor and the 2000 Utah Wage Data report.

Natalie Gochmour of the Governor's Office of Planning and Budget presented the economic report, which indicates that Utah is still among the fastest growing states in the nation, although our economy has slowed somewhat.

Lt. Governor Olene S. Walker responded to the report by paraphrasing Governor Leavitt's words: "In order to succeed in today's economy, workers, businesses and government must continuously reinvent themselves." She stated that Governor Leavitt is deeply committed to helping state government fulfill its responsibility in the re-invention process.

The keynote speaker was noted author Jack Trout, President of Trout and partners,



Keynote speaker Jack Trout shares marketing tips at the 2000 Utah Employer Conference.

one of the most prestigious marketing firms in the world. His firm has worked with AT&T, IBM, Merrill Lynch, Xerox and many other Fortune 500 companies.

Mr. Trout explained that a business can succeed if it has a good idea that sets it apart from competitors, has the credentials to back its claims and can communicate this message to

customers.

Utah Attorney General Jan Graham presented the second annual work/life awards to the U of U Hospital, Community Nursing Services of SLC, and WR White of Ogden.

Plan now to attend the 2001 Utah Employer Conference. Details will be forthcoming in the October edition of the Employer Newsletter.

THANKS

to our 2000 Utah
Employer Conference
Sponsors:

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- Detroit Diesel
- American Express
- Southwire
- Host Marriott Services

DWS' Executive Director Testifies on UI/ES Reform

Executive Director Robert C. Gross delivered convincing testimony before the House Committee on Ways and Means in February.

Mr. Gross laid out a six point call for reform of Unemployment Insurance (UI) and Employment Services (ES) as follows:

1) Reform administrative financing of UI and ES;

2) More investment from federal government for employment and reemployment services;

3) Repeal of the temporary .2% unemployment tax surtax (no longer necessary);

4) Reduce fraud and abuse in UI by granting states access to National Directory of New hires;

5) Consider allowing states to determine eligibility for UI;

6) Retreat from position of budget neutrality for the UI and ES system (which has led to its underfunding).

Utah's Workforce: 1999 Summary, 2000 Outlook

The Questions

- What area of Utah is growing the fastest?
- What is the economic forecast for this year?
- What are the top fifty occupations in demand?
- What kind of workers participate in Utah's labor force?

The answers to these questions, and many more, are available on our website. A summary of that publication is included here; but for full details, check our website at www.dws.state.ut.us.

•Growth

Utah's southwestern corner, which consists of four counties containing 125,000 residents, is the fastest growing region of the state.

St. George and its surrounding communities, including Cedar City, have grown rapidly through the 1990's. However, many of the jobs are low-wage in the service-producing industries.

The rate of job growth in Utah's major industrial divisions ranged from -4 percent in mining to 7 percent in construction. Industrial diversity, where Utah ranks 13th among states, is one of the factors enabling Utah's economy to consistently prosper.

•Outlook for 2000

In a few words, the outlook for 2000 is "more of the same". The unemployment rate may creep up to 3.9, but joblessness should remain a relatively minor problem. This is largely due to the fact that Utah's economy will continue to generate an

adequate number of jobs. An exception to this is the eastern region of Utah, which continues to struggle with economic ups and downs, and has the slowest job growth and the highest unemployment in Utah.

•Top 50 Occupations

The demand for each occupation is a function of four factors: the volume of employment, the number of new jobs projected, the rate of job growth, and the number of openings that will occur to replace workers who leave the occupation.

Based on these factors, the top 50 occupations that offer the best prospects for employment from 1998 to 2003 include commercial artists, fast food workers, managers (financial, marketing, etc.), teachers and secretaries to name a few. For a complete list, go to our website, click on "Economic Information", click on "Utah Job Outlook", then "Job Outlook - Statewide". Look for the "Top 50 Occupations" and double click.

•Utah's Labor Force

Both Utah women and men take part in the labor market at higher rates than their national counterparts. Utah has a high labor force participation due to its young population. For a complete copy of this report, visit our website at:

www.dws.state.ut.us.

More Satisfied Employers...

"The use of Workforce Services facilities enabled our new company to conduct much needed interviews. We found your facilities and staff up to the highest level of professionalism in the industry. Our deepest thanks..."

*Mark Backman
Pulp Mold Packaging Global, Inc.*

"We appreciate all that Workforce Services does to assist our bank with placing new employees."

*Kathy Sheaffer
Hiring Staff Specialist
Zions Bank*

"We frequently hear from clients commenting on the quality of the people and the service of our local DWS office.....[they] sang praises about the local DWS personnel!"

*Len R. Woolley
Executive Director
Box Elder Economic Development*

"Thank you for helping us fulfill our ongoing hiring needs. Your expertise and commitment are very essential to our organization, and frankly, we would not be successful without you. Hats off to your staff! Keep up the good work."

*A Satisfied Customer at the
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Office of Communications
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Salt Lake City, UT 84111

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Eastern Region Employers Like Our Services: ... *Region Scores Highest in 1999 Employer Survey*

Employers in the Eastern Region again rated services higher than did employers in the four other regions. The rating given our services by employers was 4.4 out of a possible 5. The rating follows a pattern of previous employer surveys, where Eastern Region leads the state in employer satisfaction.

The survey was mailed last August to employers statewide who submitted job orders during the last fiscal year (7-1-98 to 6-30-99). A 20% response rate was achieved, as 1,046 responses were returned by employers. Of the 1,046 responses, 120 were from Eastern Region employers.

The graph to the right shows how employers responded to the state-

ment about overall satisfaction with the Dept. of Workforce Services.

Highlights of the survey included significant improvements in areas such as employers knowing whom to

contact at DWS when they have questions, DWS staff following up on job orders, and DWS employees understanding an employers' business or industry.

